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PRESS RELEASE

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New 5-star hotel and spa will make London Golf Club a world-class golf destination

(Canterbury, Kent – July xx, 2011) London Golf Club, a European Tour Destination and host venue of the 2008 and 2009 European Open, has unveiled plans for a 5-star hotel and spa.

The proposed 130-bedroom luxury hotel and leisure development in Ash, Kent, will complement the venue's two existing Jack Nicklaus-designed signature golf courses, established in 1993, and brings to fruition the vision for a world-class golf resort just 20 miles south-east of central London.

The development has been innovatively created in the style of a traditional Kentish village, and will nestle in terrain overlooking the opening holes of the Heritage Course.

Following close co-operation with local authority Tonbridge and Malling Borough Council, planning permission has been received. This heralds a significant development for a fast-growing region that is benefiting from a long-term golf travel marketing strategy supported by Visit Kent (www.visitkent.co.uk) – the Open Championship returns to Kent at Royal St George's at Sandwich this week – and the London 2012 Olympic Games.

The hotel, developed around an attractive Arrival Courtyard and Main House, will offer the highest international service standards and feature 130 guestrooms, including junior suites, butler-service suites and a presidential/VIP suite. There will also be a variety of dining options, including a speciality restaurant, banqueting and meeting accommodation, valet parking and landscaped gardens.

The spa will be linked to the hotel and enjoy separate access from the Arrival Courtyard enabling club members, day visitors and the local community to enjoy the facilities. An extensive array of treatment rooms will be complemented by a relaxing pool that will also be open to non-residents.

The London Golf Club is one of a choice of more than 100 courses for golfers to play. It includes the 'Regal Golf Coast' quintet of Royal St George's, Royal Cinque Ports (venue of The Open Championship in 1909 and 1920), Prince's (the Open venue in 1932), Littlestone (a Final Qualifying course for this year's Open) and North Foreland plus Chart Hills (designed by Sir Nick Faldo and ranked 82nd in *Golf World Magazine's* Top 100 Courses in the UK and Ireland).

Charles Fairweather, Chairman of London Golf Club, said: "This is a significant hotel and leisure development for Kent and London, and is set to become an important destination for The European Tour, international golf tourists from continental Europe and further afield, as well as golfers from the UK.

"This is just the beginning of the first phase of development. The long-term strategy for London Golf Club is to create a world-class golf destination and venue that will host the biggest and best sporting events over the next 20 years."

Sandra Matthews-Marsh, Chief Executive of Visit Kent, said: "The development of a 5-star golf hotel and spa resort will continue to enhance our county's reputation as a major golf travel destination. With a wide variety of golf courses available from Open Championship and European Tour venues to 9-hole courses set in castle grounds there is something for every golfer to enjoy."

Visit Kent (www.visitkent.co.uk) as recently announced a new partnership with Golfbreaks.com (Europe's largest golf travel company) and Shepherd Neame (the renowned Kent-based brewer, pub and hotel operator) to

promote an array of carefully selected golf breaks and special-offer packages featuring many of the county's best courses, including Royal St George's.

For more information on Visit Kent visit www.visitkent.co.uk/golf. For more details on London Golf Club visit www.londongolf.co.uk.

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Press release issued on behalf of Visit Kent by Landmark Media International

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About Visit Kent

Visit Kent Limited is a public/private sector partnership supported by Kent County Council, Medway Council, the district and borough councils, Tourism South East and the leading sector tourism businesses in Kent. Visit Kent champions Kent's £2.5 billion tourism industry by targeting UK and overseas markets, improving quality and skills and growing the tourism product.

Notes to Editors

Visit Kent is working with Dover District Council, Kent County Council, Canterbury City Council, Shepway District Council and Thanet District Council, with Kent Police and other partners, to support and deliver a safe and successful Open Golf Championship, and maximise the benefits to the county.

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